ESTTA Tracking number:

ESTTA534995 04/29/2013

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91194974			
Party	Defendant GFA Brands, Inc.			
Correspondence Address	JOHANNA M WILBERT QUARLES & BRADY LLP 411 EAST WISCONSIN AVENUE, SUITE 2040 MILWAUKEE, WI 53202-4497 UNITED STATES johanna.wilbert@quarles.com, marta.levine@quarles.com, david.cross@quarles.com, deena.rafinski@quarles.com			
Submission	Defendant's Notice of Reliance			
Filer's Name	Johanna M. Wilbert			
Filer's e-mail	johanna.wilbert@quarles.com, david.cross@quarles.com, andrea.fowler@quarles.com, deena.rafinski@quarles.com			
Signature	/Johanna M. Wilbert/			
Date	04/29/2013			
Attachments	Ex 51 - 3d party use Heart-Smart-Cookbook-Henry-Ford.pdf (4 pages)(248624 bytes) Ex 52 - 3d party use Heart-Smart-Healthy-Exchanges-C.pdf (4 pages)(285410 bytes) Ex 53 - 3d party use One-Smart-Cookie-Julie-Van-Rose.pdf (4 pages)(306357 bytes) Ex 54 - 3d party use Smart-Baking-Cookbook-Jane-Kind.pdf (4 pages)(282418 bytes) Ex 55 - 3d party use Smart-Diet-Better-Homes-Gardens.pdf (4 pages)(283506 bytes) Ex 56 - 3d party use Smart-School-Time-Recipes-Alisa.pdf (6 pages)(374639 bytes) Ex 57 - 3d party use The-Smart-Carb-Diet-Recipes-And_Page_1.pdf (3 pages)(390877 bytes) Ex 58 - 3rd party use - PHOTO of Bisquick Heart Smart_Page_2.pdf (2 pages)(208334 bytes) Ex 59 - 3rd party use - PHOTO of Prego Heart Smart.pdf (2 pages)(183518 bytes) Ex 60 - 3rd party use - PHOTO of Plum Smart.pdf (2 pages)(213057 bytes)			

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Heart Smart Cookbook

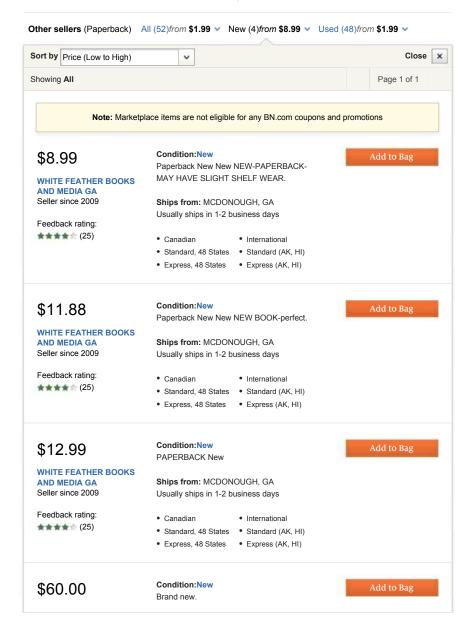
byHenry Ford, Ford, Henry, Heart and Vascular Inst. Staff

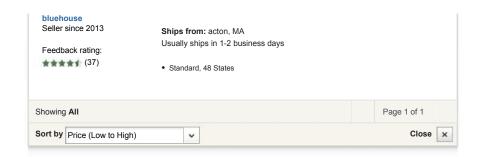
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Overview - You hear it all the time: Don't diet. Instead, change your lifestyle permanently to a more healthful one. But what good is a healthful lifestyle if it means you're constantly in the kitchen, pouring over recipes, playing around with scales and juggling specified menus to get it just right? This cookbook gives you basic guidelines, practical tips and easy recipes that can help you live a more Heart Smart way without the fuss. You'll spend less ... See more details below

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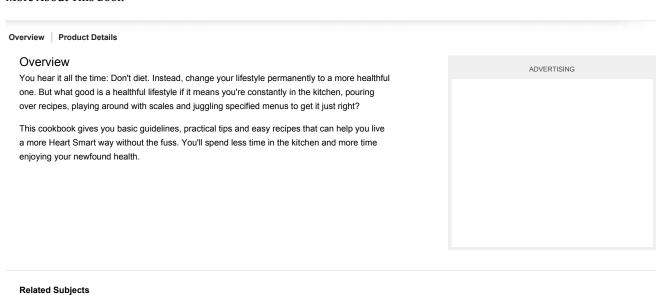
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More About This Book



Cardiology

Diet Therapy - Preventive and Therapeutic

Product Details

ISBN-13: 9780836280593

Publisher: Andrews McMeel Publishing

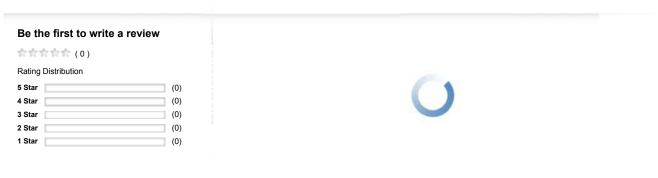
Low Fat Cooking Diet Therapy

Publication date: 3/1/1994

Pages: 272

Product dimensions: 8.53 (w) x 8.49 (h) x 0.83 (d)

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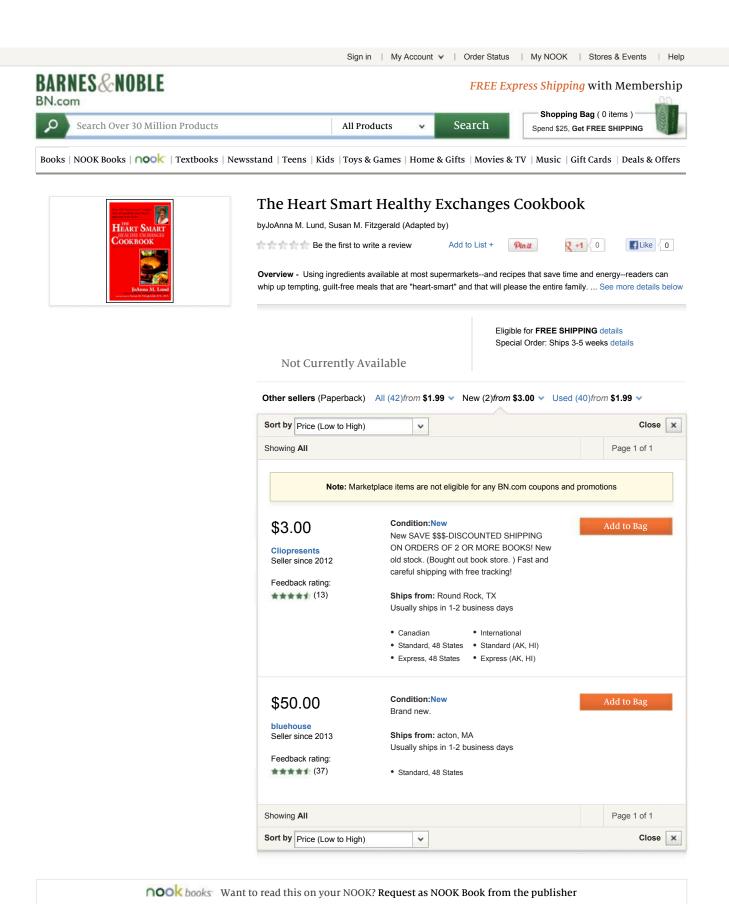
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The Diabetic's Healthy... JoAnna M. Lund Paperback\$15.14



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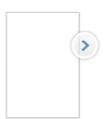
The No-Salt Cookbook: Reduce... David C. Anderson Paperback\$11.47



Healthy Heart Cookbook For... James M. Rippe M.D. Paperback\$17.45



American Heart Association... American Heart Association... Paperback\$15.47



501 Delicious Heart Healthy... Susan McEwen McIntosh Paperback\$15.09

More About This Book

Overview | Product Details

Overview

Using ingredients available at most supermarkets—and recipes that save time and energy—readers can whip up tempting, guilt-free meals that are "heart-smart" and that will please the entire family.



Related Subjects

Public Health & Preventive Medicine Low Fat Cooking Diets - Special Conditions Diet Therapy Cardiology Cooking for Special Diets - General & Miscellaneous

Product Details

ISBN-13: 9780399524745

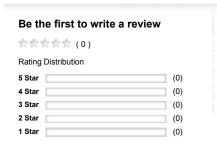
Publisher: Penguin Group (USA) Incorporated

Publication date: 2/28/1999 Edition description: 1 ED Edition number: 1

Pages: 304

Product dimensions: 7.00 (w) x 5.00 (h) x 1.00 (d)

Customer Reviews





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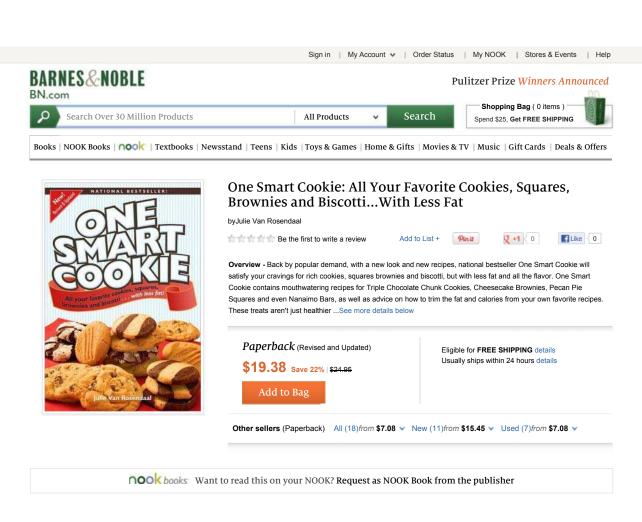
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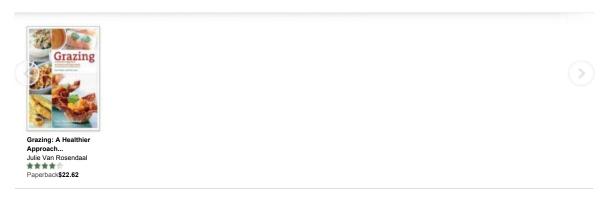
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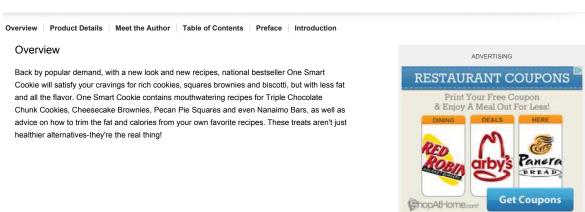
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Customers Who Bought This Also Bought



More About This Book



Related Subjects

Cookies, Brownies & Biscuits

Product Details

ISBN-13: 9781552859124

Publisher: Whitecap Books, Limited Publication date: 5/14/2007

Edition description: Revised and Updated

Pages: 208 Sales rank: 930,160

Product dimensions: 6.40 (w) x 9.40 (h) x 0.50 (d)

Meet the Author

The "queen of the skinny sweet" and the "poster girl for low fat cooking," Julie is a bestselling cookbook author, a food and nutrition columnist on CBC Radio, and co-host of "It's Just Food" on Viva Network. She is well-known for her inspiring weight-loss story-she shed 165 pounds by preparing all her favorite foods with less fat and calories.

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Table of Contents

Introduction

Baking Low-Fat Cookies

Fat and All That

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Preface

Introduction

This book represents years of kitchen testing by a food addict and cookie lover who was tired of the guilt trip that always followed a batch of homemade cookies.

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Introduction

Introduction

This book represents years of kitchen testing by a food addict and cookie lover who was tired of the guilt trip that always followed a batch of homemade cookies.

I should say that my dad was my inspiration. Although cooking has always been my first love, I might never have ventured into the world of low-fat cooking if he didn't have the unfortunate

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byJane Kinderlehrer

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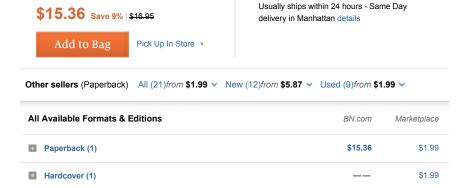
Smart Baking Cookbook: Muffins, Cookies, Biscuits and Breads

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Overview - Ideal for today's healthy choice lifestyle, this attractive cookbook features more than 180 popular, familyand kitchen-tested recipes for 83 muffins, 80 cookies, and dozens of biscuits, breads, and toppings. Infamously sneaky
in using healthy ingredients like fruit, nuts, honey, and carob, Jane Kinderlehrer shares easy-to-follow, high-fiber, low-

fat, and sugar-free recipes that the whole family will find delicious, including Peachy Pecan ... See more details below



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Customers Who Bought This Also Bought



The Food You Crave: Luscious... Ellie Krieger Hardcover\$20.61



Modern Vegetarian Kitchen Peter Berley Paperback\$15.54



More About This Book

Overview | Product Details | Meet the Author

ADVERTISING

Overview

Ideal for today's healthy choice lifestyle, this attractive cookbook features more than 180 popular, family- and kitchen-tested recipes for 83 muffins, 80 cookies, and dozens of biscuits, breads, and toppings.

Infamously sneaky in using healthy ingredients like fruit, nuts, honey, and carob, Jane Kinderlehrer shares easy-to-follow, high-fiber, low-fat, and sugar-free recipes that the whole family will find delicious, including Peachy Pecan Muffins, Butterfly Ginger Cookies, Cinnamon Twist Coffee Cake, Crunchy Fudgy Brownies, and much more!

The Smart Baking Cookbook Muffins, Cookies, Biscuits, and Breads

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Related Subjects

Cookies, Brownies & Biscuits Baking - General & Miscellaneous Diets - Special Conditions Low Fat Cooking Cooking for Better Health Diabetic & Sugar Free Cooking Breads & Muffins

Product Details

ISBN-13: 9781557045225

Publisher: HarperCollins Publishers

Publication date: 9/1/2002

Series: Jane Kinderlehrer Smart Food Series

Edition description: Reprint

Pages: 304

Sales rank: 995,521

Product dimensions: 7.98 (w) x 7.96 (h) x 0.77 (d)

Meet the Author

Jane Kinderlehrer, author of the classic "Smart Food" cookbook series, was senior editor and food editor of **Prevention** magazine for nineteen years and a regular **New York Times** columnist.

Daniel A. Kinderlehrer, M.D., Jane's son, is an internist and expert in diet, nutrition, and holistic medicine, who lectures widely and has been a regular presenter at the Omega Institute in Rhinebeck, New York. He lives in Santa Fe, New Mexico.

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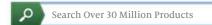
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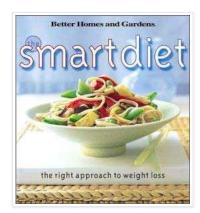
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Smart Diet

byBetter Homes & Gardens, Better Homes and Gardens Editors (Editor)

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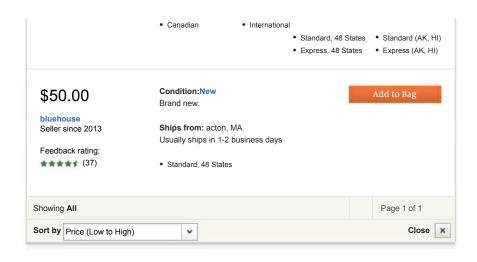
Overview - More than half of Americans are obese or overweight in spite of repeated diets. A sensible approach to eating and exercising, written and edited by health and nutrition experts. Recipes for snacks, breakfasts, entrees, meatless main dishes, soups, greens, grains, side dishes, desserts. ... See more details below

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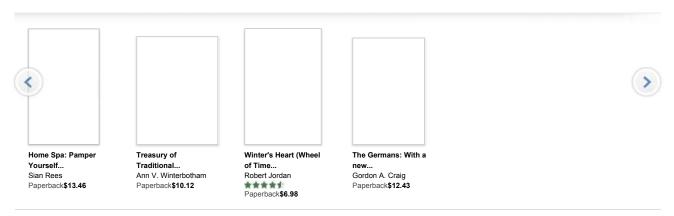
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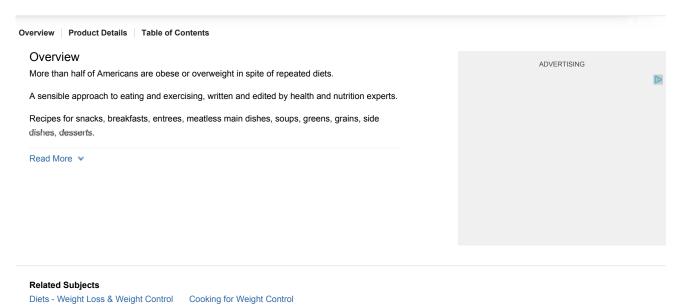


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More About This Book



Product Details

ISBN-13: 9780696211737

Publisher: Meredith Books
Publication date: 12/15/2000

Series:Better Homes and Gardens Series

Edition description: 1 ED

Pages: 240

Product dimensions: 9.39 (w) x 10.10 (h) x 0.92 (d)

Table of Contents

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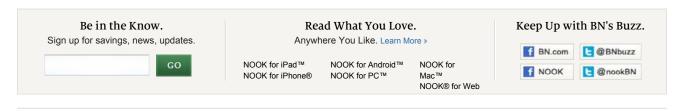
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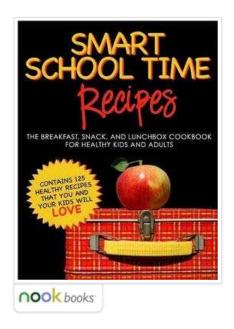


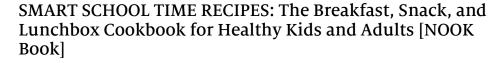




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More About This Book

Overview

This e-cookbook was created to encourage whole foods living for families, while offering ample alternatives to prepackaged meals and snacks. Within you will discover 125 healthy recipes and over 100 full color photos for quick breakfasts, on-the-go snacks, and portable lunch items. And of course, the recipes are kid-friendly (and adult-friendly!), easy, and delicious. The chapters include: Morning Muffin Mania Sensational Smoothies Easy Freezin' Waffles, Pancakes, and French Toast More Smart Starts Dips, Fillings, and Spreads Soups and Stews Salad-Style More Lunchbox Love Sweet Snackin' Craving Cookies Essential Extras Please download and enjoy, and let others know about this fabulous eCookbook! Share it, Tweet it, Buzz it, and Email it to

help spread the word about the easy and delicious world of whole foods for the entire family.

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Related Subjects

Natural Foods - Cooking

Healthy Living

Cooking - General & Miscellaneous

Cooking for Better Health

Product Details

ISBN-13: 9780979128639 Publisher: Fleming Ink Publication date: 10/6/2010 Sold by: Barnes & Noble

Format: eBook Pages: 173

Sales rank: 81,081 File size: 3 MB

Meet the Author

Alisa Fleming founded GoDairyFree.org in 2004. Her initial mission was simply to share what she had learned about dairy-free living with others, since there was so little cohesive information available. Yet, to her surprise, the demand was tremendous and the site quickly grew. Today, GoDairyFree.org is host to over 5000 pages of information and approximately one million visitors per year. Upon the urging of viewers, and after five years of research, writing, and perfecting recipes, Alisa Fleming finally released Go Dairy Free: The Guide and Cookbook for Milk Allergies, Lactose Intolerance, and Casein-Free Living. Determined to continue with her passions for health, nutrition, and good food, Fleming has voluntarily left her career as a

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Customer Reviews

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食食食食食 Anonymous Posted February 5, 2011 No text was provided for this review. 食食食食食 Anonymous Posted March 27, 2011 No text was provided for this review. **** Anonymous Posted February 1, 2011 No text was provided for this review. Anonymous **** Posted November 14, 2010 No text was provided for this review. Anonymous 食食食食食食 Posted January 6, 2011 No text was provided for this review. **** Anonymous Posted December 29, 2010 No text was provided for this review. Anonymous **** Posted January 12, 2011 No text was provided for this review. Anonymous **** Posted January 6, 2011 No text was provided for this review. Anonymous ★☆☆☆☆ Posted December 20, 2010 No text was provided for this review. Anonymous 食食食食食 Posted February 22, 2011 No text was provided for this review. Anonymous 食食食食食 Posted February 7, 2011 No text was provided for this review. Sort by: Most Helpful ٧ Showing 1 – 20 of 53 Customer Reviews See All >

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Topicologist.com

Recipes Kids Can Cook

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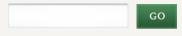
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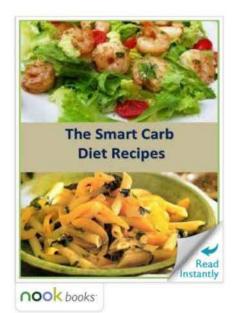
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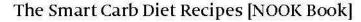
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Overview - The South Beach Diet is truly a food lover's diet. It's about living well and loving what you eat. But it's also practical, flexible, easy, and effective. The South Beach Diet plan is divided into three Phases. A three-phase plan that has been likened to the low-carbohydrate Atkins program because during the first two weeks, South Beach eliminates most carbs, including bread, pasta, potatoes, fruit and most dairy products. In Phase 2, healthy carbs, including most fruits, whole grains and dairy products are ...See more details below





More About This Book

Overview | Product Details

Overview

The South Beach Diet is truly a food lover's diet. It's about living well and loving what you eat. But it's also practical, flexible, easy, and effective. The South Beach Diet plan is divided into three Phases. A three-phase plan that has been likened to the low-carbohydrate Atkins program because during the first two weeks, South Beach eliminates most carbs, including bread, pasta, potatoes, fruit and most dairy products. In Phase 2, healthy carbs, including most fruits, whole grains and dairy products are gradually reintroduced, but processed carbs such as bagels, cookies, cornflakes, regular pasta and rice cakes remain on the list of foods to avoid or eat rarely. Ditto for carrots, corn, bananas, raisins, pineapple, fruit juice and watermelon. This phase lasts until the weight goal is reached. In Phase 3, adherents are urged to stick mostly with the same foods as in Phase 2. This book also includes 350 delicious recipes. With this cookbook, you can eat well and live healthy at the same time.

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Is Your Body TOXIC? Take This Short Quiz and Find Out Now! Click Here

Related Subjects

Cooking - General & Miscellaneous

Product Details

ISBN-13: 9781105775802

Publisher: Lulu.com
Publication date: 5/18/2012

Sold by: Lulu Press Format: eBook Sales rank: 563,203

File size: 771 KB

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EXHIBIT 58

to GFA Brands, Inc's Notice of Reliance Opposition Nos. 91194974 (parent) and 91196358

(photo of exhibit filed electronically and physical exhibit mailed to TTAB)

TO CLOSE INSERT TAB HERE

TO MEASURE BISQUICK MIX: DO NOT SIFT.

American Heart Association

TO MAINTAIN FRESHNESS, REFRIGERATE AFTER OPENING

Pour can use Pisquist Head about Bisquist Favorite Family-Favorite Recipes

Waffles

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Dumplings

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BOX TOPS Baking Mix

Pancake and Low Fat Og Trans Fat Naturally Cholesterol Free Excellent Source of Calcium

EXHIBIT 58

SERVING SUGGESTION

(U)D

NET WT 40 OZ (2 LB 8 OZ) 1.13kg

A Delicious Way to be Good to Your Heart!

EXHIBIT 59

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CANCILLO LE SPEZ SEAGANTES CARLO CONCORDES TRADAS, COMO ECO. LORER SCOON MATURA, SEA DECIMITARA, RANCORSE.

DINATE PARTIE DESE TOMATISE IN THATS JUSE WILDHOOMS STAP

CAMPBELL SOUP COMPANY CAMBEN, NJ. U.S.A. 58165-1787





EDUCATION labelsforeducation com

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EXHIBIT 60

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